



Tammy Nelson shows off Kyle Grocery's clever customized check-writing stand. The raised surface positions tickets for maximum visibility; plexiglass keeps them clean and tidy.

Here's a great idea!

Ask your sales rep for ideas for in-store promotions and for custom point-of-sale materials to publicize the event.

The promotion went really well," she said. "Players thought it was fun and we increased our ticket sales." By the end of the six-month contest period, the entry bag was packed with drawing slips.

Je n Meyer, manager of Freedom Valu #22 in Watertown, organized a fun camping-themed prize package for customers purchasing \$5 worth of scratch tickets. Lottery premium items given away included a sweatshirt, cap, play-ing cards, insulated mug and a cosmetic bag. Freedom Valu supplied 12-packs of pop, wooden matches, charcoal starter, fire wood and all the fixings for s'mores. Jen decorated a large red gift bag with Happy Camper void tickets to collect the entries.

S'more fun for scratch ticket players

PROMOTIONS that PROFIT

LOTTERYlink

OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



Nov./Dec. 2010

Rockin' Around the Christmas Tree



One lucky Players Club member will find a Fender guitar under their tree this Christmas with the "Rockin' around the Christmas Tree" Holiday Giveaway!

The promotion is open to any current Players Club member as well as any new member who joins the Club from Nov. 1 to Dec. 10, 2010. Each Friday from Nov. 5 to Dec. 10, 25 finalists will be randomly drawn from among the membership. On Dec. 10, 25 winners will be drawn from among those 150 finalists.

The Grand Prize winner will receive a Fender Stratocaster guitar. Ten individuals will win \$20 each in Holiday scratch tickets, and 14 people will win Lottery gear like T-shirts, Mega Mugs, fleece blankets, and more. It's a great way to close out the year by thanking our Players Club members for their support.

Encourage your customers to join; membership is free! For more information, go to <http://lotterysd.gov/players/login/>.

Inside:

Mega Millions new \$1 million prize level, winner profile, new scratch games and more!



Beginning December 17, 2010, play-ers winning Mega Millions second-level prize by matching all five white balls, but not the yellow Mega Ball, will automatically win \$1,000,000 if they have purchased the Megaplier option. That's a great investment for \$1 more.

Megaplier game change

WINNER PROFILE

WWII vet scratches off \$3,000 birthday ticket

Kenneth Peters of Delmont received an extra special gift from his nieces for his recent 85th birthday – 85 Lottery tickets. One of those lucky tickets was a \$3,000 Money Jar winner! In addition to the generous gift, Kenneth's family threw him a "big blowout" at the Delmont Community Center for some 200 guests.

Kenneth's year was highlighted by another big event. He participated in an Honor Flight of WWII veterans to Washington D.C. "It was fabulous," Kenneth said. "We got to see all the war memorials."

Lottery staffers have a special interest in Kenneth's DC trip. Together with other state agencies, we've raised \$59,000 to help 80 vets participate in Honor Flights.



If your jackpot sign fails to update for any reason, call the hotline at 888-473-5688. If you have remodeling or roof repairs that will necessitate the moving of Lottery equipment, please contact your Lottery sales rep and/or the hotline at 888-473-5688. GTECH staff will move the equipment for you.

Equipment move requests:



Scratch each horizontal SPIN line to reveal YOUR SLINGO NUMBERS. Match all five in the SLINGO GRID. Match all five numbers in a complete horizontal, vertical or diagonal line in the SLINGO GRID and win the corresponding prize amount shown in the SLINGO LEGEND. Match all 21 numbers in the SLINGO GRID and win \$30,000.

Scratch YOUR SLINGO NUMBERS. Match all five in the SLINGO GRID. Match all five numbers in a complete horizontal, vertical or diagonal line in the SLINGO GRID and win the prize shown. Get a "PENCIL" symbol in the FAST CASH BONUS and win the prize shown.

NEW instant tickets



Scratch YOUR LETTERS and the

RETAILER spotlight

Customer Service is tops

Head courtesy clerk Susan Michaels says that her clerks often buy a ticket when a new game is launched to see exactly how it's played. Lottery regional manager Starla Volk says Safeway's clerks are friendly and helpful to all customers. "They are always knowledgeable of scratch and lotto promotions," she said.

Plenty of POS

Safeway utilizes Lottery POS and the digital jackpot sign at its service counter and a Mega Millions ceiling tile and floor pieces.

Change mat

Void tickets of current games are displayed in the courtesy counters' checkout area. Voids are also affixed to the jackpot sign to help draw customers' attention.

Variety beefs up sales

Safeway sells 16 scratch games at all times and keeps the dispensers replenished when a game runs out.

TRIVIA Quiz

What's your Lottery IQ? To enter our drawing, send your Lottery Trivia answers to the address below or give to your sales rep. One person will win a grocery tote with a stadium cushion and Mega Mug and 20 people will win Lottery T-shirts. One entry per person. Deadline is December 15th. Send answers to Trivia Quiz - PO Box 7107, Pierre, SD 57501

Congratulations to last month's winner of a grocery tote, stadium cushion and Mega Millions mug: Steph Gremers, Huron, Little Dukes. The following won T-shirts: Nicole VanGendren, Plankinton, Coffee Cup #4; Becky Dunnahoo, Rapid City, Big D #24; Dreau Rogers, Spearfish, Phillips 66; Nancy Denke, Wall, Corner Pantry; Jean Penticoff, Murdo, Triple H Truckstop; Kathy Rogers, Edgemont, PJ's; Peggy Eidam, Gettysburg, Bob's Resort; Matt Hiles, Huron, Hurst's Corner; Suzette Thunder Hawk, Porcupine, Common Cents #141; Georgeann Estman, Rapid City, Corner Pantry #18; Juanita Bowman, Lead, Common Cents; Kerry Post, Volga, Valleymart; Carole Beck, Ree Heights, Ree Heights Grocery; Marjorie Sievers, Bridgewater, M/S Pump-N-Stuff; April Westergren, Pierre, The Gas Stop; Sandra Boggess, Newell, Conoco; Margaut Mach, Wagner, Wagner Food Center; Mike Terrill, Custer, Lynn's Dakotamart; Mary Pahnisch, Sioux Falls, Shopko #76; Jim Coats, Rapid City, Thrifty Smoke Shop #1. Shop

1. How is the Mega Millions game changing in December?
2. How did Kyle Grocery customize its check-writing stand?
3. What do Cashword players win if they scratch a "PENCIL" symbol?
4. What can players win in the "Rockin' around the Christmas Tree" promotion?
5. What did Kenneth Peters get for birthday gift?
6. What can happen if Lottery equipment is hot plugged?

Name _____ Phone _____ Sales rep's name _____

Store name _____ Store Address _____ City _____

1. _____ 3. _____ 5. _____

2. _____ 4. _____ 6. _____



LOTTERY

NOVEMBER/DECEMBER 2010

winners

RECENT winners

David Wilson, Sioux Falls
Gilbertson Liquor
\$3,000 Money Jar

Douglas Shinabarger, Ipswich
Ken's Teaco Express - Aberdeen
\$3,000 Money Jar

Wenda Barber, Huron
Holiday Liquor
\$1,000 Cash Spectacular

Karen Petersen, Brandon
Hy-Vee Food Store #5 - Sioux Falls
\$700 Sky High 7's

Boyd Rikimoto, Watertown
Casey's General Store
\$500 Wild Card

Judy Lantgen, Watertown
County Fair Food Store
\$500 Wild Card

Bob Oliva, Pierre
Cowboy Country Store #5
\$500 Hot \$50,000

Dave Ellens, Wentworth
Ampride - Madison
\$500 Hot \$50,000

Suzan Parton, Sioux Falls
Casey's General Store #2174
\$500 Just Plain Bingo

Barbara Spicer, Box Elder
Family Thrift Center East
\$500 Wild Card

Vern Top Bear, Kyle
Common Cents \$105 - Rapid City
\$500 Aces & Eights

Dan Busta, Watertown
Hy-Vee Food Stores
\$505 Wild Card

Cynthia Howe, Harrold
Fresh Start
\$500 Lucky Numbers

Joseph Dockter, Aberdeen
Super Stop
\$500 Wild Card



Nelly Stepanyan, Sioux Falls
Luverne Supermarket
\$100,000 Colossal Cash



Val Meyer, Sturgis
Grocery Mart
\$5,000 5 X the Money



Robert Lentsch, Volga
Shel's Gas Stop - Pierre
\$1,000 Happy Camper



Jenny Colombe, Lower Brule
Fresh Start - Ft. Pierre
\$1,000 Money Jar
\$10,000 Cash Spectacular



William Smith, Pierre
Cowboy Country Store #5
\$10,000 Powerball



Jeffrey Christman, Pollock
The Sand Bar
\$15,000 Lucky Numbers



James Coleman, Redfield
Appels Quick Stop
\$500 Lucky Numbers



Berniece Duprel, Sturgis
Fresh Start
\$5,000 Jingle Jumbo Bucks



Mark Berkner, Volga
Hy-Vee Gas - Brookings
\$1,500 Hot \$50,000



Kathy Caslin, Kennebec
Al's Oasis
\$10,000 Hot Lotto

RECENT winners

James Mulder, Flandreau
Maynards Food Center
\$82,733 Dakota Cash

Thomas Redder, Trent
Cubby's
\$1,000 Blockbuster

Jamie Maher, Spearfish
Corner Pantry - Wall
\$1,000 Money Jar

Timothy Knippling, Huron
Freedom Valu Center
\$500 Aces & Eights

Roger Crooks, Sisseton
Holiday Service
\$500 Just Plain Bingo

Matt Brong, Brookings
Hy-Vee Gas
\$500 Wild Card

Tanya LaFromboise, Watertown
4 Seasons Quick Stop
\$500 Just Plain Bingo

Calvin Lande, Yankton
Casey's General Store
\$500 Hot \$50,000

Scott Stangohr, Howard
Corner Pantry
\$500 Wild Card

Angel West, Clear Lake
Cowboy Country Store
\$500 Cash Spectacular

Jerome Johnson, Howard
Farmer's Union
\$500 Hot \$50,000

Loren Miller - Brookings
Casey's General Store
\$500 Hot \$50,000

Thomas Lunde, Box Elder
Loaf 'N Jug
\$500 Hot \$50,000

Monty Meyer, Harrisburg
Gas Stop #123 - Sioux Falls
\$350 Megaplier

YOUR TICKET TO FUN IS HERE!